KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Bhupen Hazarika School of Mass Communication

Home Assignment

PGJMC S1 05 (VAC): Traditional Media

First Semester, 2023

[Last date for submission of assignments is 10.01.2024]

Total Marks: 50

[Assignments are required to be written in your own language. Copying in toto from the learning materials will carry less score]

A. Answer the following questions within 300 words Marks: 10×5= 50

Q 1: 'Storytelling is the core of traditional folk media' – Justify your answer with the help of examples.

Q 2: Discuss how traditional folk media serve as a tool to mobilize and sensitize people focusing on interpersonal communication. Cite examples.

Q 3: How do traditional media help in communicating social ethos? Discuss with examples.

Q 4: Can puppetry be utilized for disseminating environmental awareness? How?

Q 5: 'Merging traditional media with modern electronic media would better transmit ideas and information' – DO you agree with the statement? Why?